

We Claim:

1. A consumer product packaging system comprising at least one consumer product wrapped in an UV- protective thermoplastic packaging film, at least one of the consumer product wrapped in the UV- protective thermoplastic packaging film having a brightness value wherein the brightness value of the consumer product changes about 5 percent or less during an exposure to light for a period of about 12 months or more.
2. The consumer product packaging system of Claim 1, wherein the consumer product has a b-value that changes about 20 percent or less during an exposure to light for a period of about 12 months or more.
3. The consumer product packaging system of Claim 1, wherein the consumer product has a b-value of about 8 or less after an exposure to light for period of about 12 months or more.
4. The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film deflects and/or absorbs light having a wavelength between about 280 to about 435 nm.
5. The consumer product packaging system of Claim 4, wherein the UV- protective thermoplastic packaging film deflects and/or absorbs about 90 percent or more of the light having wavelengths between about 280 to about 435 nm.
6. The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film has a gauge of about 125 μm or less.
7. The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film comprises polyester resins.
8. The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film comprises at least one inorganic compound to provide light deflection and/or absorption.

9. The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film comprises at least one organic compound to provide light deflection and/or absorption.

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10. The consumer product packaging system of Claim 1, wherein the consumer product comprises BCTMP.

11. The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film is stretchable.

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12. The consumer product packaging system of Claim 11, wherein the UV- protective thermoplastic packaging film is capable of being elongated in the MD direction between about 50 % to about 850 %.

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13. A consumer product packaging system comprising at least one consumer product wrapped in an UV- protective thermoplastic packaging film, the consumer product wrapped in the UV- protective thermoplastic packaging film having a b-value wherein the b-value of the consumer product changes about 20 percent or less during an exposure to light for a period of about 12 months or more.

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14. The consumer product packaging system of Claim 13, wherein the b-value of the consumer product is about 8 or less after an exposure to light for period of about 12 months or more.

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15. The consumer product packaging system of Claim 13, wherein the consumer product has a brightness value that changes about 5 percent or less during an exposure to light for a period of about 12 months or more.

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16. The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film deflects and/or absorbs light having a wavelength between about 280 to about 435 nm.

17. The consumer product packaging system of Claim 16, wherein the UV- protective thermoplastic packaging film deflects and/or absorbs about 90 percent or more of the light having wavelengths between about 280 to about 435 nm.

5 **18.** The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film has a gauge of about 125 μm or less.

19. The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film comprises polyester resins.

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20. The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film comprises at least one inorganic compound to provide light deflection and/or absorption.

15 **21.** The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film comprises at least one organic compound to provide light deflection and/or absorption.

22. The consumer product packaging system of Claim 13, wherein the consumer
20 product comprises BCTMP.

23. The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film is stretchable.

25 **24.** The consumer product packaging system of Claim 23, wherein the UV- protective thermoplastic packaging film is capable of being elongated in the MD direction between about 50 % to about 850 %.

25. A consumer product packaging system comprising at least one consumer product wrapped in a stretchable UV- protective thermoplastic packaging film, at least one of the consumer product wrapped in the stretchable UV- protective thermoplastic packaging film having a brightness value wherein the brightness value of the consumer product changes about 10 percent or less during an exposure to light for a period of about 8 months or more.

26. The consumer product packaging system of Claim 25, wherein the consumer product has a b-value that changes about 100 percent or less during an exposure to light for a period of about 8 months or more.

27. The consumer product packaging system of Claim 25, wherein the consumer product has a b-value of about 8 or less after an exposure to light for period of about 8 months or more.

28. The consumer product packaging system of Claim 25, wherein the stretchable UV- protective thermoplastic packaging film deflects and/or absorbs light having a wavelength between about 280 to about 435 nm.

29. The consumer product packaging system of Claim 25, wherein the stretchable UV- protective thermoplastic packaging film has a gauge of about 18 μm or less.

30. The consumer product packaging system of Claim 25, wherein the stretchable UV- protective thermoplastic packaging film comprises at least one inorganic compound to provide light deflection and/or absorption.

31. The consumer product packaging system of Claim 25, wherein the stretchable UV- protective thermoplastic packaging film comprises at least one organic compound to provide light deflection and/or absorption.

32. The consumer product packaging system of Claim 25, wherein the stretchable UV- protective thermoplastic packaging film is capable of being elongated in the MD direction between about 50% to about 850%.

33. A consumer product packaging system comprising at least one consumer product wrapped in a stretchable UV- protective thermoplastic packaging film, at least one of the consumer product wrapped in the stretchable UV- protective thermoplastic packaging film having a b-value that changes about 100 percent or less during an exposure to light for a period of about 8 months or more.

34. The consumer product packaging system of Claim 33, wherein the consumer product has a brightness value wherein the brightness value of the consumer product changes about 10 percent or less during an exposure to light for a period of about 8 months or more.

35. The consumer product packaging system of Claim 33, wherein the b-value of the consumer product is about 8 or less after an exposure to light for period of about 8 months or more.

36. The consumer product packaging system of Claim 33, wherein the stretchable UV- protective thermoplastic packaging film deflects and/or absorbs light having a wavelength between about 280 to about 435 nm.

37. The consumer product packaging system of Claim 33, wherein the stretchable UV- protective thermoplastic packaging film has a gauge of about 18 μm or less.

38. The consumer product packaging system of Claim 33, wherein the stretchable UV- protective thermoplastic packaging film comprises at least one inorganic compound to provide light deflection and/or absorption.

39. The consumer product packaging system of Claim 33, wherein the stretchable UV- protective thermoplastic packaging film comprises at least one organic compound to provide light deflection and/or absorption.

40. The consumer product packaging system of Claim 33, wherein the stretchable UV-protective thermoplastic packaging film is capable of being elongated in the MD direction between about 50 % to about 850 %: